

Notice of Proposed Sole Source Procurement

State of Utah
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Notice Number: **NOSS04127**

Date Posted: **December 17, 2003**

Due Date for **5:00 pm on**
Comments: **December 23, 2003**

The Utah Procurement Code provides that a procurement may be made without competition when there is only one source for the required supply or service. Therefore, a "sole source" procurement is justified if there is only one product or service that can reasonably meet the state's need and there is only one vendor who can provide the product or service.

The Division of Purchasing has received a request to make the following sole source procurement.

Requesting Agency: **Department of Workforce Services**

Product and/or service to be purchased: **Create and Implement media campaign (s) to promote childcare and literacy**

Proposed Sole Source Supplier: **VanGuard Media Group**

Sole Source Justification: **DWS/Office of Child Care has worked with VanGuard Media Group, through a contract established by the Utah Association of Child Care Resource and Referral Agencies (UACCRA), in establishing a media campaign to alert and inform the public about the need and importance of quality child care in the State of Utah. VanGuard was selected through a search process by UACCRA. The initial stages of the campaign entitled, "Care About Child Care", has proven to be surprisingly successful.**

To maintain the delivery and impact of the original message while expanding it to include child literacy issues, and to increase our outreach capability, we are initiating a fundraising component to allow the program to become self-sufficient. To facilitate this activity, the State Legislature has approved the creation of a 501:3c entity, Care About Child Care, Inc., to receive the funds which will be

matched with Federal funding. VanGuard Media, has supported this effort by raising thousands of dollars to be donated to Care About Child Care, Inc., and through it's extensive network of contacts, has received additional commitments.

To maintain the success, consistency, and momentum of the initial campaign while blending in the additional literacy initiatives; and to continue in this productive partnership in fundraising for the current and near-future phases of this combined campaign, we would request that VanGuard be considered a sole source.

If for any reason any party does not agree with the proposed sole source procurement, please email **Nancy Orton** in the Utah Division of Purchasing at **nancyo@utah.gov** prior to the "Due Date for Comments" indicated above.